SHEET 1 OF

SERIAL NO. ATTY DOCKET NO. 7791-0081-25 ADEMARY U.S. DEPARTMENT OF COMMERCE Form PTO 1449 (Modified) PATENT AND TRADEMARK OFFICE 09/418,509 **APPLICANT** LIST OF REFERENCES CITED BY APPLICANT David ROCHON, et al. **GROUP** FILING DATE October 15, 1999 2761 (ANTICIPATED) **U.S. PATENT DOCUMENTS** DOCUMENT SUB **FILING DATE EXAMINER** CLASS DATE NAME CLASS IF APPROPRIATE INITIAL NUMBER AA AB AC AD ΑE AF AG AΗ ΑI ΑJ ΑK AL AM ΑN **FOREIGN PATENT DOCUMENTS DOCUMENT TRANSLATION** DATE COUNTRY YES NUMBER **WIPO** AO WO 97/23838 07/03/97 WO 99/12115 03/11/99 **WIPO** AP AQ AR AS ΑT ΑU ΑV OTHER REFERENCES (Including Author, Title, Date, Pertinent Pages, etc.) H. G. LEWIS, Direct Marketing, Vol. 58, No. 8, Pages 14 and 15, "CRUISIN' DOWN THE "HYPE-ER SPACE" ΑW ROAD: HOW TO WRITE COPY FOR THE (GULP!) INTERNET, December 8, 1995 R. RESNICK, Direct Marketing, Vol. 59, No. 12, Pages 52 and 53, "THE CASE FOR "OPT IN" MARKETING ON THE INTERNET, April 1997 AX Derwent Publications, AN 5956959, XP-002141762, June 1998 AY **Date Considered** Examiner *Examiner: Initial if recirence is considered, whether or not citation is in conformance with MPEP 609; Draw line through citation if not in conformance and not considered. Include copy of this form with next communication to applicant.

1